



AN ETHICAL ORGANISATIONAL CULTURE- MILESTONE FOR BRINGING PROSPERITY IN SMALL BUSINESS (ENTERPRENEURIAL STRAT-UPS) FOR ENHANCING EFFICIENCY AND FUNCTIONALITY FOR ITS SUSTAINABILITY: BASED ON KARMA,GYAN,BHAKTI,AHIMSA,THE IDEALS AND TEACHINGSOF GURU JAMBESHWAR MAHARAJ

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ABSTRACT

When it comes the understanding about the right living and pure subsistence and sustaining from the knower who in their respective lives had learned, the saints it always comes to see inwards, to see the self, see the karta, the doer. If one came to know about the real purpose of life whatever a human being consciously choose to do, to earn living profit maximization, wealth creation, it will be the right way. Whatever the right scriptures here in any country are having say Bhagwad Geeta, Upnishads , Kuran, Bible tells, are the ways to perform the kriya, **karma (action)** having been done by utter faith, faith for all, Samashthi, **Gyan (knowledge)** of the purpose of self whether it is only for self-consumption and accumulation for multiplication of it for future progeny or anything else, a never ending process what had given to us , which is not true and we are indecisive about our choices in the absence of real wisdom. **Bhakti (devotion)** is doing the karma faithfully when being attained the wisdom of working for the right purpose. **Ahimsa (non-violence)** doing the work without over utilising which in reality is abusing at the name of optimization, need to be empathetic towards the needs of self by observing them rightly will bring respect, compassion and equality for all beings in ecosystem in order of not to misbalance any habitat. In any business organisation especially as presently talking about the inclination of youth towards opening small start-ups ,or existing Micro Medium and Small Enterprises bringing up new which are made to solve any problem or claiming to provide any ease to consumers with a worldly purpose of profit gain which sometimes is at the cost of exploiting resources and generating not any sustainable and worthy outcome though government had made CSR, MRTP Act, COPRA, Competition Act, Wages, Factories & Labour Act and implemented Environment Cess on Income Tax in a rigid format won't bring the actual needful outcome in terms of actual balance. Therefore in this paper there has been done a study on the ideologies and vani of Guru Jambheshwar ji which are from ancient shrutis of Vedanta and other scriptures in today's framework that how right actions (karma), postulated by right knowledge (gyan) that encourages continuous conscious learning and development among employees, leading to innovation and problem-solving that had been driven by right organisational culture where there has been a existence of team spirit working for the higher purpose which eventually will bring the abundance of monetary benefits in true and ethical ways and fair treatment to employees, customers, suppliers and not being harmful to any natural resource ,being non –violent (ahimsa), concern must need to be more devotional and dedicated with diligence with proactive commitment to one's goals and responsibilities knowingly(bhakti).

KEYWORDS: Guru Jambheshwar Maharaj, Bhagwad Geeta, Bhakti (devotion), Karma (action), Gyan (Knowledge), Ahimsa (non-violence), Business, Start-ups, Efficiency, Functionality

INTRODUCTION

Above teachings discussion and the way possible implementation in small scale enterprises scenario at present Human in this world had been in the creed of homosapiens for 300000 of years for the past civilization and there had been always desire to sustain their livings by way of doing something, from hunting when there was no system of barter, later there was an era when there had been started an exchange of goods between people. As conscious human beings nor it had been like that could prevail as, being as courageous as those limited systems could suffice the urge to progression. As moving onto over a period of time there arise a need to rise from only subsistence to desires. Barter system had been replaced by currency inclusion and with expansion of currency and exposure of awareness, education, doing par at with other states around the world in terms of exploring new economic activities lead businesses to pludge up giving employment and making goods and services to provide utilities to people in such

a way that it generate profits and ultimately huge expansion of the venture. The present issue in modern times is that over a period from when there had been economic activities going on there had seen a vast resentment among consumers, producers, investors, authorities, as they are not into an alignment bringing a balance among their desire where a manufacturer wants huge profits by charging higher MRP for many times is not creating any realistic utility though fights competition but at a place certainly degrading the existence of human by making them to consume many times mindlessly, taxes as revenue are needed to authorities at the name of development, in reality not really knowing the meaning of development in a country needed. Eventually new start-ups are coming over a period of time and bringing such products & services which are making a new line of products and generating services that are delivering a better kind of utility which are raising standard of living of customers and people who are factors of production. Today as huge indulgement is of millennials and gen Z in business

and their perspective of doing business has been very different from earlier generations in terms of bringing innovation, cost reduction and treatment to manpower and generating something unique and environment friendly. Here is the need to inculcate an inner wisdom of whatever the rightedness can be brought in functioning of operations in concern that not only increase efficiency but create what really is needed. Here in this paper we are focusing on the teachings of Guru Jambheshwar ji regarding the ideals Karma, Gyan, Bhakti, Ahimsa which basically are from the main scripture Bhagwad Geeta which generally works at the core of a person, the active resource surely are the milestone for bringing efficiency and functionality for its sustainability of Small Business (Start-ups) and helpful in developing an prosperous Organisational culture.

Elaborating all ideal teachings: As sutras of ideal perspectives of every knower, a saint is having had common steps of Yogsutras

Bhakti Marg <Gyan Marg <Karma Marg

As without the Bhakti, the selfless devotion not considering I as the centre of knowledge, though having a higher sense of wisdom could bring the karma, the deed in prosperous manner. In the epic Mahabharata when Arjun is given gyan by shri Krishan (as there is retaliation of Arjun regarding fighting the battle against his family, friends & relatives) firstly there comes karma marg to make him understand to destroy all beliefs and do right work, later he was given gyan, to have wisdom till he doesn't get and lately it is followed by Bhakti marg, where he is being made to understand that the devotion, love for the higher is the way that gives you wisdom to do the right karma. So in this paper firstly Bhakti marg is taken that had been followed by Guru Jambheshwar ji to devote the self for whole that would lead the highest karma ultimately.

Bhakti: The Spirit of Devotion

Chapter 12, Verse 6 states:

"One who, with a tranquil mind, offers worship to Me with faith and devotion, is considered to be superior to even the ascetics and the followers of the path of knowledge."

It suggests that through unwavering devotion to a higher power or purpose, one can attain liberation. This verse underscores the transformative power of Bhakti, suggesting that it can lead to spiritual elevation, the knowing of right and, by extension of personal and organizational growth.

The take away for the new small concerns and young entrepreneur of today from the epic and what the saints had known are underneath.

Customer Focus: Customer is king so he can't and should not be made fool, he must be given the truth. Treating customers with respect by giving them right information, right support and the right utilitarian created product and services at right prices without any harm or deceivence that will build loyalty and trust among the users.

Employee Well-being: Devotion regarding employees considering not as factor of production only but an Asset and justify their efforts by equal participation in decision making and by providing equity in remuneration as par his work, right environment to work and growth creates a positive work environment where there will be holistic development of all as human, leading to increased productivity and job satisfaction.

Passion and Purpose: The rightedness of the purpose by making the Karta right at centre will imbibe passion and will be more resilient and innovative for the right work providing higher utility in right terms to all.

Purpose and Vision: Devotion of Karta/employees for the right work instils a strong sense of purpose and vision within an organization. Employees feel connected to a higher cause, leading to increased motivation and engagement.

Employee Well-being: Ideology of Bhakti prioritizes the well-being of employees by the higher hierarchy by knowing that the human factor of production are much needful for the organisation, should be treated rightly. It fosters a sense of care and compassion, leading to higher job satisfaction and loyalty.

Ethical Conduct: Bhakti encourages ethical behaviour, the rightful needed with essence of social responsibility. Organizations with a strong sense of purpose are more likely to act with integrity.

Teamwork and Collaboration: As the purpose is right and centre of doer from where the Bhakti, the devotion for doing purposeful work fosters a sense of unity and cooperation among employees. It creates a harmonious work environment where individuals work towards a common goal.

Long-Term Sustainability: A Bhakti-oriented organization is more likely to focus on long-term sustainability rather than short-term gains. As being in Bhakti Marg one will do the righted things being the self at the right core will bring long term stability.

Bhakti and Organizational Efficiency and Functionality

Improved Morale: A dedicated culture where rightedness of doing a work is towards the goal that boosts employee morale, leading to increased productivity and creativity.

Stronger Relationships: Strong relationships among employees, customers, and stakeholders are only possible when there is essence of knowing the right purpose leads to dedication towards creating efficient work leading to greater trust and collaboration.

Crisis Management: Difficulties can be known what the reason behind it if there is dedication of employees for the work and growth of the organisation, repercussions of any situation can be overcome by knowing the doer perspective behind that will help organization navigate with resilience and unity.

Gyan: The Cornerstone of Organizational Excellence

Chapter 4, Verse 38 encapsulates this essence:

"I am the source of all knowledge, Arjuna. I reside in the hearts of all beings, and I am the author of all memory and forgetfulness."

This verse underscores the primacy of knowledge, suggesting that it is the foundation upon which all actions and decisions are built. It implies that true wisdom is not merely intellectual acquisition but a profound understanding of oneself and the world. Guru Jambheshwar Maharaj echoes the importance of knowledge and understanding which could even be applied in all times in all realms, even today in new small start-ups for prosperity of organisation and other outside with preserving the ecosystem.

Gyan and Organizational Culture

Strategic Vision: Knowledge is essential for developing a clear and compelling organizational vision. It involves understanding market trends, customer needs, and competitor strategies.

Decision Making: Informed decisions are the bedrock of organizational success. Gyan equips leaders and employees with the tools to analyse information on the basis of facts and by analysing themselves what actually they want, assess risks, and make sound judgments.

Innovation: A culture of learning and inquiry fosters innovation. One could never rely upon the system that had been operated for a long time in the organisation. Gyan encourages experimentation, failure, and continuous improvement.

Problem Solving: Complex problems require innovative solutions. Gyan provides the intellectual framework to identify root causes, develop alternative solutions, and implement effective strategies.

Employee Development: Investing in employee knowledge and skills is crucial for organizational growth. Gyan promotes a learning culture where employees are encouraged to expand their capabilities by knowing what right they can do and doing the work they had chosen in an ideal way.

Gyan, Efficiency, and Functionality

Operational Excellence: Knowledge of processes, systems, and technologies is essential for optimizing operations. Gyan helps identify inefficiencies and implement improvements.

Resource Optimization: Understanding resource constraints and maximizing their utilization requires knowledge and data analysis, corporates can detect what idle sources are there which leads to increase in cost of production and declines the net return.

Risk Management: Identifying potential risks and developing mitigation strategies is crucial for organizational stability. Gyan enables proactive risk management, to stand for what is right at macro level for the organisation itself and all related to it.

Customer Focus: Understanding customer needs and preferences through market research and data analysis is essential for delivering value is essential as what the customer really needed and the way of providing it to him effectively and sustain and retain them for the longer period.

Karma: The Driving Force of Organizational Success

Chapter 3, Verse 8 states:

"You have a right to perform your prescribed duty, but you are not entitled to the fruits of action. Never consider yourself to be the cause of the results of actions, and never be attached to not doing your duty."

This verse underscores the essence of Karma, that actions should be performed without attachment to their outcomes, as if karta/ doer has a knowledge of himself whatever the karma it would be, it will be done with done properly. The Philosophy of Karma in the ideology of Guru Jambheshwar ji focuses on the major perspectives.

Karma and Organizational Culture

Performance Orientation: Karma fosters a culture of achievement and goal orientation. Employees are motivated by being devoted to right work being taken by knowing its rightedness and efficacy towards prosperity in all realms to deliver results and contribute to the organization's success.

Discipline and Dedication: Karma implies a strong work ethic and discipline. Employees are committed to their roles and responsibilities just because of being the right doer and being conscious and effortful towards the right work.

Efficiency and Productivity: A Karma-oriented culture emphasizes optimizing processes and eliminating waste, leading to increased efficiency and productivity.

Customer Focus: Delivering value to customers that whatever has been provided to them is concrete in terms of element, compliance with are norms mandatory related to the concerned matter or services being given, is a core aspect of Karma. A customer-centric approach ensures long-term business success.

Social Responsibility: Karma extends beyond profit maximization. It encourages businesses to contribute to the community and operate ethically for the [prosperity and growth and development of all in real terms.]

Karma and Organizational Functionality

Operational Excellence: Karma drives a focus on operational efficiency and effectiveness. It encourages continuous improvement and process optimization.

Project Management: Karma is essential for successful project execution. If the karma has been chosen consciously emphasizes timely delivery, quality, and adherence to goals.

Teamwork and Collaboration: Karma fosters a collaborative work environment where employees work together towards

common objectives.

Risk Management: By focusing on actions and their consequences, Karma promotes proactive risk assessment and management.

Ahimsa: The Cornerstone of Ethical Business

While the Bhagavad Gita primarily focuses on the path of duty (Karma), it also implicitly advocates for compassion and non-violence. The concept of 'Ahimsa' or non-violence is deeply ingrained in Indian philosophy, and the Gita reflects this ethos. Although there isn't an explicit verse dedicated solely to Ahimsa, the overarching message of the Gita promotes harmony, compassion, and respect for all beings. Guru Jambheshwar, was a staunch advocate of Ahimsa known for their deep reverence for all life, exemplify the practical application of this principle.

Ahimsa and Organizational Culture

Ethical Leadership: Ahimsa promotes ethical leadership as one gets to know about the self that they need liberation by knowing them not harming anyone, or exploiting others for making profits and self-wealth maximization. Leaders who demonstrate compassion and empathy inspire trust and loyalty among employees.

Employee Well-being: A culture of non-violence in the organisation fosters a positive work environment where employer knows the worth of a honest and generate a sense of equity payment and harmonisation of employees by inculcating a team spirit and all doing for the greater work dedicatedly and feel valued and respected.

Customer Satisfaction: Treating customers with kindness as human not a source to be exploited at the name of charging higher prices and providing low quality, inspite respect is fundamental for the building of strong customer relationships.

Supplier Relationships: Ahimsa extends to business partners. Fair and ethical dealings by knowing what is right way to do knowing what the person who is dealing (owner and a staff whatever) with suppliers build trust and long-term partnerships.

Environmental Sustainability: Ahimsa encourages respect for the environment. Sustainable practices not only benefit the planet but also contribute to the organization's reputation and rightedness in the way of doing the right work makes the overall development possible.

Ahimsa and Organizational Efficiency and Functionality

Conflict Resolution: Ahimsa promotes peaceful conflict resolutions one knows what they are doing and are dedicated towards their job, reducing stress and improving teamwork.

Employee Morale: A compassionate workplace leads to higher employee morale, increased productivity, and reduced turnover.

Brand Reputation: A reputation for ethical behaviour with true value system and social responsibility enhances brand image and attracts customers.

Innovation: A culture of non-violence fosters creativity and innovation by creating a safe space for employees to express ideas.

Long-Term Sustainability: Ahimsa encourages sustainable business practices, where all principles of management gurus with respect to utter truth are being followed ensuring the organization's longevity.

CONCLUSION

Entrepreneurship has to be a love affair, a lifelong love affair which will persist with even not getting any profits. It is Whenever there is truth, by search of self whatever the thing would be done, it would be done from the highest centre has been the learning of saints, like Guru Jambheshwar ji, saint Lalleshwari, so far had been in history had find the core that whatever they are doing if it is not from the right centre for the right purpose the result will not be good. The greed and sense of accumulation of everything to a single person can't bring prosperity in any institution only leading dissonance among others. The versus and vanis of knowers, Vedanta, Bhagwad Geeta says about identifying themselves and in every times, in every economic activity whenever it will be applied it will bring equity and prosperity for all. Young and new entrepreneurs are needed to understand from these versus so that they can ideally bring small concern to big one being seeking profits at the last, it will ultimately come at its own.

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